

Message Text

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USDOC FOR BEWT/RICE

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJECT: U.S. SOLO EXHIBITION- ENVIRONMENTAL EQUIPMENT

REF: STATE 101180

1. IN DISCUSSIONS OF VPROPOSED EXHIBITION WITH COMMATT, CHAMBER OF COMMERCE/INDUSTRY OFFICIALS INDICATED THAT THEY DOUBTED SPACE WOULD BE AVAILABLE AT SOKOL'NIKI DURING FALL 1975. PROBLEM, AS EMBASSY ANTICIPATED, IS THAT PLANS HOLD TWO INTERNATIONAL EXHIBITIONS DURING AUGUST-OCTOBER 1975 PERIOD TIES UP ALL OF SOKOL'NIKI FACILITIES UNTIL FIRST PART OF NOVEMBER AT EARLIEST. CHAMBER OFFICIAL INFORMALLY SUGGESTED HOLDING EXHIBITION IN LENINGRAD, WHICH EMBASSY BELIEVES WOULD BE MOST D**8:7)5 *49.)9&8 58:-) 098,5 9* ;832 -,\$ 9* 43DUCED COMMERCIAL VALUE. IN VIEW FACT THAT SOKOL'NIKI FACILITIES LARGEY UNHEATED, HOLDING EXHIBITION IN NOVEMBER/DECEMBER UNATTRACTIVE ALTERNATIVE.

2. CHAMBER OFFICIALS SHOWED MARKED PREFERENCE FOR HOLDING PROPOSED EXHIBITION IN APRIL 1976, WHICH WOULD NOT CONFLICT WITH ANY EVENTS CURRENTLY PLANNED. EMBASSY BELIEVES THAT THIS TIMING PREFERABLE. HOWEVER, CHAMBER STILL IN PROCESS OF DEVELOPING 1976 SCHEDULE. AND THEY NOT IN POSITION GIVE US OPTION ON SPACE AT PRESENT. WE SHOULD BE ABLE OBTAIN OPTION BEFORE END OF JUNE.

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3. MARKET RESEARCH OFFICER (MRO) DEZELAR HAS OBTAINED VERY

GOOD INDICATION OF SOVIET INTERESTS IN ENVIRONMENTAL EQUIPMENT AREA FROM HYDROMET. MRO AND COMMATT AGREE THAT IF WE PROCEDE WITH TP S EXHIBITION, WE SHOULD STRESS SYSTEMS APPROACH TO ENVIRONMENTAL PROBLEMS. ONE POSSIBILITY FOR OVERALL THEME WOULD BE COMPLETE SYSTEM TO MONITOR ATMOSPHERIC POLLUTION IN MAJOR INDUSTRIAL AREA, WITH REMOTE MONITORING STATIONS TIED INTO REAL-TIME COMPUTER SYSTEM. SAME TYPE OF SYSTEM APPLIED TO MAJOR RIVER SUCH AS VOLGA WOULD BE POSSIBILITY. EXHIBITION FEATURING ISOLATED PIECES OF EQUIPMENT WOULD BE LESS LIKELY TO PRODUCE LONG-TERM COMMERCIAL IMPACT.

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